



GOOSE

GENERATING INTERNATIONAL PUBLIC PROCUREMENT OPPORTUNITIES FOR EUROPEAN SMEs

GA number: 101034095

WP2 Communication and Dissemination
D2.5 Final Conference
31.05.2024

www.projectgoose.eu



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Document Information

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Project officer	Giovanna D'Addamio		

Deliverable	Number	D2.5	Title	Final conference
Work Package	Number	WP2	Title	Communication and dissemination

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Nature	Reports and other documents (R) <input checked="" type="checkbox"/> Websites and videos (DEC) <input type="checkbox"/> Other (Other) <input type="checkbox"/>			
Dissemination Level	Confidential (CO)			

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Abstract	Final conference was project's final event to present key project results and lessons learned to a large audience of SMEs, public procurers/buyers, BSOs.
Keywords	Communication, dissemination, conference, project results

Version	Date	Description
V0.1	22/05/2024	1st draft shared with ALL
V0.2	27/05/2024	Version with comments from partners integrated
V1.0	31/05/2024	Submission version

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the European Union's
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Contents

1. OVERVIEW	4
2. PICTURES	5
ANNEXES	8



1. OVERVIEW

The final project event, the final conference, took place on 15th May 2024 in Brussels in a hybrid format. The objective of the conference was to present key project results and lessons learned to a large audience of SMEs, public procurers/buyers, BSOs, etc. All four project partners were present, as well as representatives from EISMEA and DG GROW.

Title of the event: How European SMEs can leverage Free Trade Agreements (FTAs) to successfully bid on public tenders outside the EU.

Place: Catalonia Trade & Investment office in Brussels,

Rue de la Loi, 227, Brussels, and online.

Time zone: Central European Time (CET)

Agenda:

11:30h - 12:00h – EC speeches
<ul style="list-style-type: none"> • Single Market Programme / SME Pillar, Internationalization Opportunities for SMEs - Giovanna D'Addamio (EISMEA) • The EU and the GPA, Policies and opportunities for international public procurement - Evangelia Bikaki (DG GROW)
12:00h - 13:15h – GOOSE project
<ul style="list-style-type: none"> • GOOSE activities in the 6 target markets: Chile, Colombia, Serbia, Norway, Vietnam, Japan. • Main findings in the target countries' public procurement. • Testimonies of SMEs accessing public projects. • Recommendations for SMEs to access public projects.
13:15h - 13:30h – Q&A
13:30h - 14:30h – Networking lunch

Registered people: 90 in total, 54 online and 36 onsite

Attendees: 51 in total, 29 online and 22 onsite

(Attendance sheets are available upon request)

2. PICTURES



Figure 1 GOOSE consortium and stakeholders



Figure 2 Opening of the conference by moderator.



Figure 3 Project Officer speech



Figure 4 Presenting the sector opportunities I.



Figure 5 Presenting the sector opportunities II.



Figure 6 Presenting conclusions from Colombia market



ANNEXES

1. Final Conference slides
2. Registered participants (available upon request)
3. Attendee report (available upon request)



ANNEX I

Final Conference slides



FINAL CONFERENCE GOOSE

OPEN SEMINAR FOR SME, BSO & STAKEHOLDERS
Brussels 15 May



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Today

Activities supporting internationalization of SMEs
EISMEA

Policies and opportunities for International Public Procurement
DC GROW

GOOSE activities in the 6 target markets: Chile, Colombia, Serbia, Norway, Vietnam, Japan

- Main findings in the target countries' public procurement.
- Testimonies of SMEs accessing public projects
- Recommendations for SMEs to access public projects

Q&A



Ana Coelho



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Giovanna D'addamio
Project Officer GOOSE



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GOOSE final meeting

Single Market Programme / SME Pillar Internationalisation Opportunities for SMEs

Brussels, 15 May 2024

EISMEA -European Innovation Council and SMEs Executive Agency

Giovanna D'ADDAMIO, Programme Coordination Manager
Unit I.02 – SMP/SME Pillar

1. EISMEA

2. Single Market Programme

- *General information*
- *SME Support*

3. Actions supporting the internationalisation of SMEs

- *Enterprise Europe Network (EEN)*
- *EU-SME Centre in China*
- *EU-Japan Centre for industrial cooperation*
- *Erasmus for Young Entrepreneurs*
- *Clusters*
- *International Intellectual Property SME Helpdesks*



Six executive agencies, all based in Brussels, have been established to implement EU programmes under the Multiannual Financial Framework (MFF) 2021-2027, among which **EISMEA -European Innovation Council and SMEs Executive Agency**

Single Market Programme (SMP)

- Internal Market and Standardisation;
- **SME Support;**
- Consumers.
- + Legacy of **COSME** of Internal Market and Support to Standardisation, Consumer Programme, i.e. ongoing actions funded under MFF 2014-2020.

Horizon Europe

- Developing and implementing the European Innovation Council (EIC) under the guidance of an independent EIC Board and in cooperation with investments made by the EIC Fund;
- Developing and connecting the European innovation ecosystems.
- + Legacy of different H2020 actions funded under MFF 2014-2020, e.g. Future Enabling Technologies, Fast track to Innovation, SME Instrument.

European Regional and Development Fund (ERDF)

- Interregional Innovation Investments initiative (I3)

https://eisma.ec.europa.eu/index_en



EISMEA's specific focus

- Ensuring a clear focus on innovation and on the single market;
- Creating strong synergies to support the recovery of the European economy (EIC and part of programmes related to SMEs);
- Ensuring visibility for innovation, key to supporting the modernisation and sustainability of the EU economy (EIC and I3).

EISMEA's general tasks

- Managing the delegated (part of) EU programmes and lifetime of specific projects;
- Managing pilot project and preparatory actions, if applicable;
- → Turning EU policies into action, providing the European Commission with inputs for policy tasks;
- → Providing valuable support to beneficiaries/contactors so that they can deliver quality results;
- → Ensuring appropriate communication of the delegated EU programmes and of project results.
- Providing general administrative and logistical support;



Single Market Programme

- *General information*
- *SME Support*



SINGLE MARKET PROGRAMME 2021-2027

*Regulation (EU) 2021/690 of the European Parliament and of the Council of 28.04.2021, establishing a **programme for the internal market, competitiveness of enterprises, including small and medium-sized enterprises, the area of plants, animals, food and feed, and European statistics** (...)*

Coordinated package of 6 previously separate EU programmes, which are now strands of the SMP

Main goals:

- making the internal market work better with measures including improved **market surveillance, problem-solving support to citizens and business, and enhanced competition policy**;
- **boosting the competitiveness of businesses, especially small and medium-sized enterprises (SMEs)**;
- developing **effective European standards** and international financial and non-financial reporting and auditing standards;
- giving even **higher protection to consumers**;
- maintaining a **high level of food safety**;
- Producing and disseminating **high-quality statistics**.

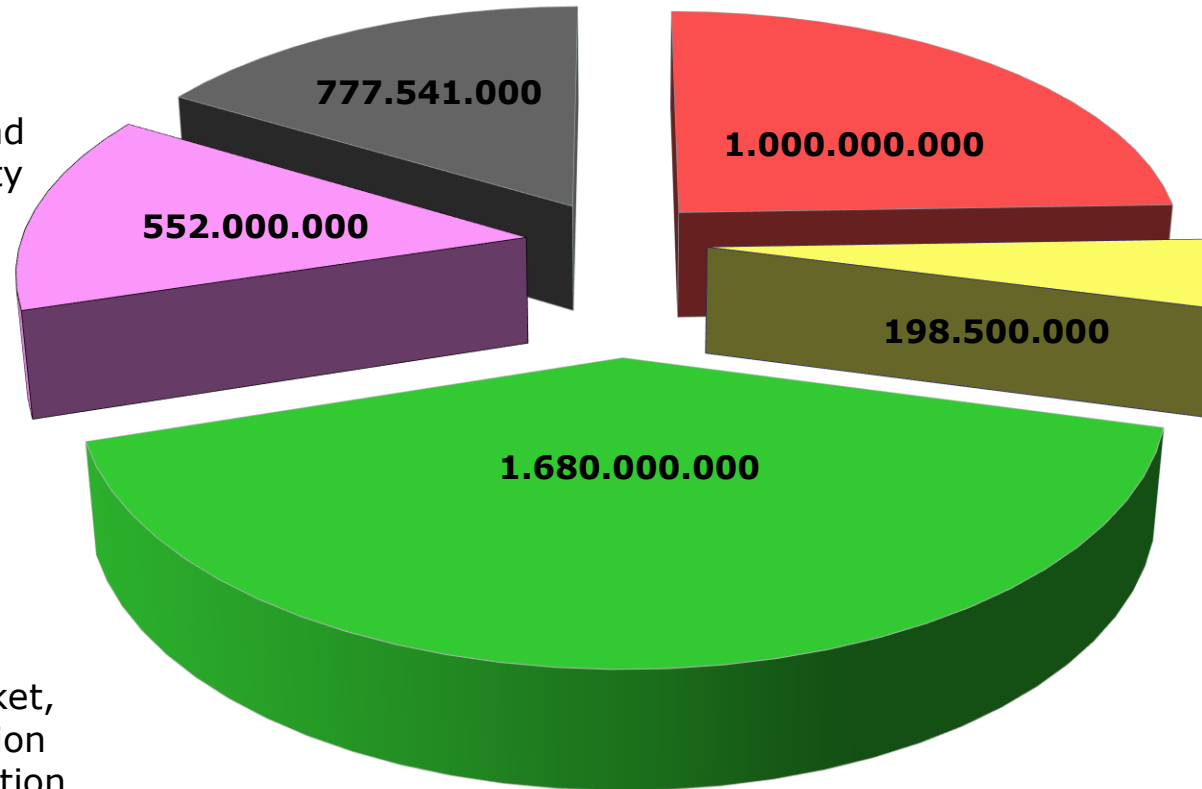
■ Competitiveness
of enterprises

■ Consumer
protection and
product safety

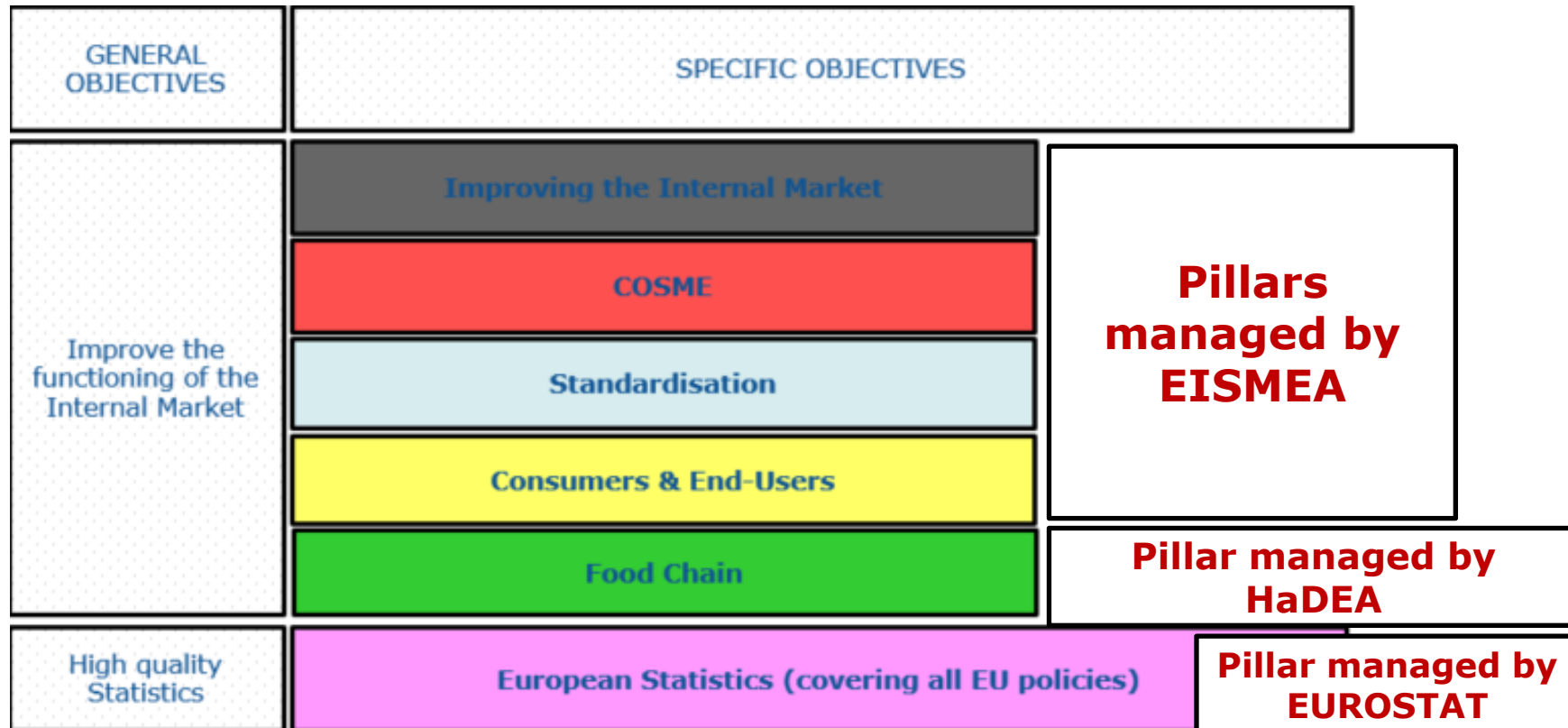
■ Food chain

■ European
Statistics

■ Internal Market,
Standardisation
and participation
in financial sector
policy making



SMP structure and objectives and EU bodies tasked with implementation
<https://ec.europa.eu/info/funding-tenders/find-funding/eu-funding-programmes/single-market-programme/overview>





SMP participating countries

➤ **27 EU Member States**

Other countries mentioned in the SMP regulation having signed an agreement with the European Commission

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf

- **Members of European Free Trade Agreement, which are part of the European Economic Area** (i.e. Iceland, Liechtenstein and Norway) → as of 1 January 2021
- **Acceding countries, candidate countries and potential candidates** (i.e. Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, Türkiye participate in the SMP programme)
- **European Neighbourhood Policy countries** (Armenia and Georgia have confirmed interest; [Moldova and Ukraine participate in the SMP Programme](#))
- Other third countries under specific agreements → no expression of interest so far



SMP / SME PILLAR

Specific objectives

1. Providing support to SMEs, clusters and other business organisations / networks. Fostering growth, scale-up and creation of SMEs;
2. Supporting access to markets, including internationalisation of SMEs, and access to public procurement;
3. Enhancing entrepreneurship and entrepreneurial skills;
4. Developing a favourable business environment for SMEs, supporting digital transformation and promoting new business opportunities for SMEs, including social economy enterprises and innovative business models;
5. Increasing the competitiveness of industrial ecosystems and sectors (such as tourism, textile, constructions) and developing industrial value chains;
6. Modernising industry and contributing to a green, digital and resilient economy.



Actions supporting the internationalisation of SMEs

- ***Enterprise Europe Network (EEN)***
- ***EU-SME Centre in China***
- ***EU-Japan Centre for industrial cooperation***
- ***Erasmus for Young Entrepreneurs***
- ***Clusters***
- ***International Intellectual Property SME Helpdesks***



The **Enterprise Europe Network (EEN)** is the world's largest support network for innovative SMEs with international ambitions.



Organisations



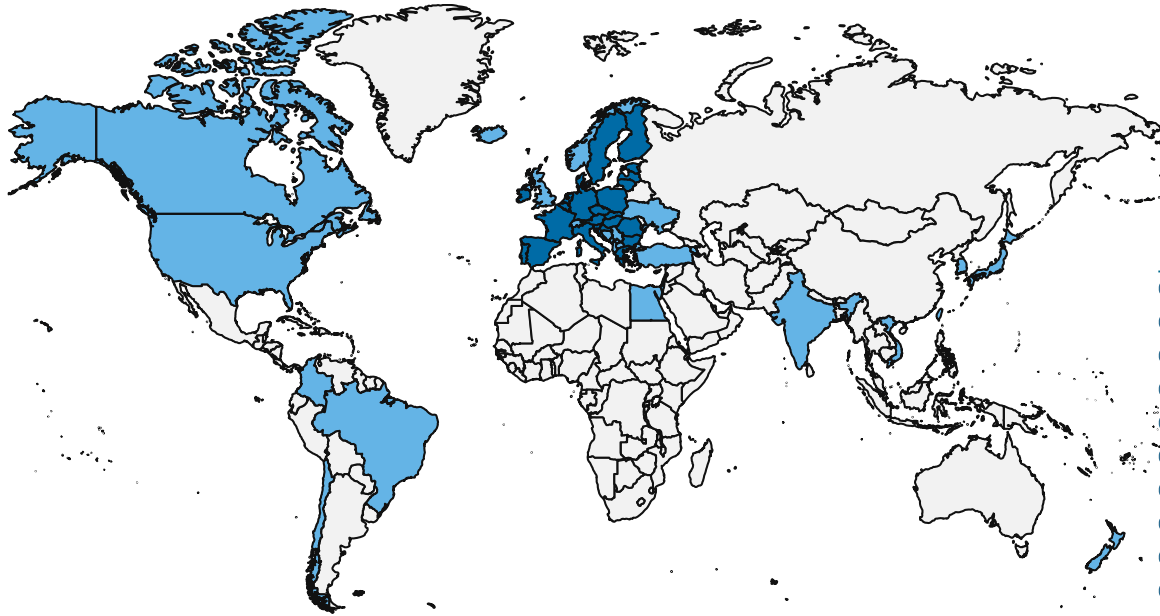
Countries, present in all EU regions



Million for 3 years

Network Composition





EU-27

- ◊ Austria
- ◊ Belgium
- ◊ Bulgaria
- ◊ Croatia
- ◊ Cyprus
- ◊ Czechia
- ◊ Denmark
- ◊ Estonia
- ◊ Finland
- ◊ France
- ◊ Germany
- ◊ Greece
- ◊ Hungary
- ◊ Ireland
- ◊ Italy
- ◊ Latvia
- ◊ Lithuania
- ◊ Luxembourg
- ◊ Malta
- ◊ Netherlands
- ◊ Poland
- ◊ Portugal

- ◊ Romania
- ◊ Slovakia
- ◊ Slovenia
- ◊ Spain
- ◊ Sweden

International

- ◊ Albania
- ◊ Armenia
- ◊ Bosnia and Herzegovina
- ◊ Brazil
- ◊ Canada
- ◊ Chile
- ◊ Colombia
- ◊ Egypt
- ◊ Iceland
- ◊ India
- ◊ Israel
- ◊ Japan
- ◊ Korea
- ◊ Kosovo

- ◊ Moldova
- ◊ Montenegro
- ◊ New Zealand
- ◊ Northern Macedonia
- ◊ Norway
- ◊ Serbia
- ◊ Singapore
- ◊ Switzerland
- ◊ Taiwan
- ◊ Türkiye
- ◊ Tunisia
- ◊ Ukraine
- ◊ United Kingdom
- ◊ United States
- ◊ Vietnam

Disclaimer: Some countries' agreements might still be in process of being signed

EEN's approach and business support services



Client-centric

The client's needs at the heart of the EEN's mission.



Tailored Services

EEN can tailor its services and provide support to businesses at any stage of their growth path.



Expertise

The EEN's international advisers have the experience and resources to help businesses thrive.



Areas of expertise

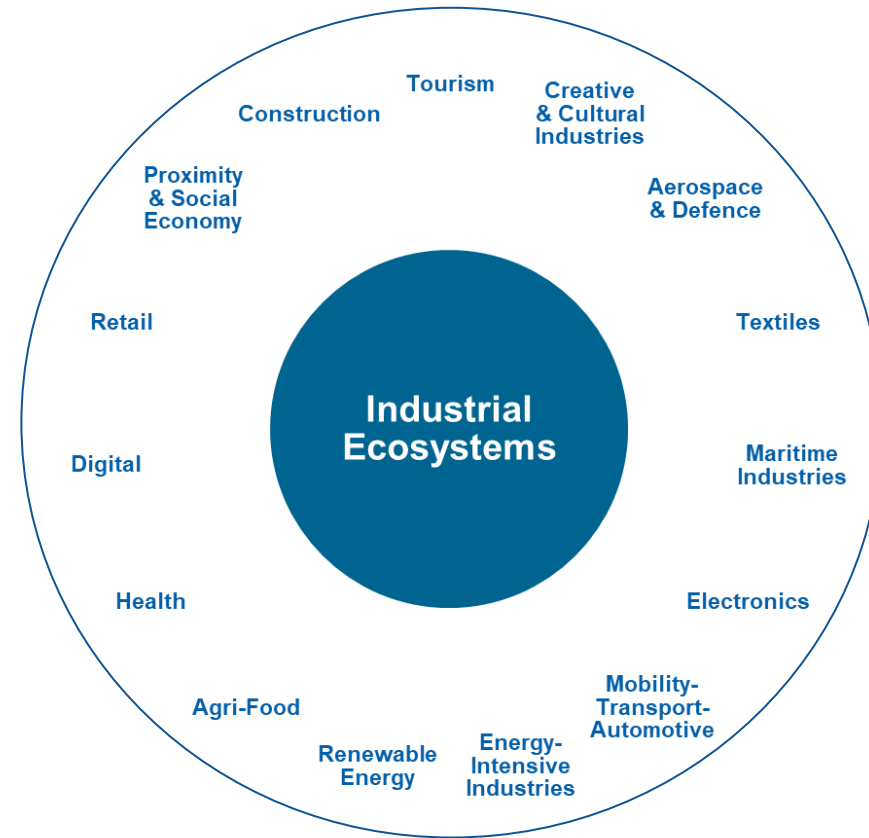
Sector Groups (SG)

- 15 SGs aligned with the industrial ecosystems
- Client-oriented activities
- Connecting with ecosystem stakeholders
- Providing policy feedback



Thematic Groups (TG)

- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback







EU SME Centre in China

EU-funded initiative created to provide **free first-line advice to SMEs** from EU Member States and SMP-participating countries, offering **support services**, such as:

- **information** on Chinese law, standards, conformity and human resources aspects, **market access** and business development via online, hybrid and on-site **webinars and workshops, publications, articles**, etc.
- participation in **events, fairs, b2b**;
- **self-diagnosis tool**;
- **ask the expert**;
- **synergies** with other EU and national initiatives targeting China;
- **advocacy**.

<https://www.eusmecentre.org.cn/>

EU SME Centre

Services + Publications + Partners + News & Events + More  

We help European SMEs explore the Chinese market

The EU SME Centre is an initiative funded by the European Union, offering free first-line services to small and medium-sized businesses.

Sign up, it's free!
Register to access all our publications, consult our experts and take part in our events.

Register

Already a member? [Sign in](#)



EU-Japan Centre

Joint venture established in 1987 by the European Commission and the Japanese Government to promote all forms of industrial, trade and investment cooperation between the EU and Japan and to enhance the competitiveness of EU and Japanese companies by facilitating exchanges of experience and know-how.

Business support services include:

- **market entry support** and business matchmaking;
- **training programmes, workshops, and webinars** on business practices, market trends, and regulatory issues;
- **access to market intelligence, reports and databases;**
- **R&D, innovation, and technology cooperation.**

<https://www.eu-japan.eu/>

EU-Japan Centre for Industrial Cooperation
一般財団法人 日欧産業協力センター

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Training programmes Business services Policy related activities R&D, innovation & technology cooperation Industrial clusters & regions Publications

EU-Japan Centre

for Industrial Cooperation

Joint venture established in 1987 by the European Commission (DG GROW) and the Japanese Government (METI) for promoting all forms of industrial, trade and investment cooperation between the EU and Japan.

Search

Reset



Erasmus for Young Entrepreneurs

The programme provides aspiring European entrepreneurs with the skills necessary to start and/or successfully run a small business in Europe.

- **EU-funded exchange programme for entrepreneurs** from the EU members states and SMP third countries
- 1-6 month exchange for entrepreneurs
- Unique chance to exchange knowledge, business ideas, contacts and experiences
- 1:1 individual exchange based on concrete project idea (no sector limitations)
- EYE has a “small” sibling: **EYE global** matches EU entrepreneurs to hosts in non-European destinations (not delegated to EISMEA)



[European business exchange programme - Erasmus for Young Entrepreneurs \(erasmus-entrepreneurs.eu\)](https://erasmus-entrepreneurs.eu)

Erasmus for Young
Entrepreneurs



Clusters

European Cluster Collaboration Platform - ECCP

European online hub for industry clusters providing services helping to strengthen the industrial ecosystems from all different angles - <https://clustercollaboration.eu/>

COLLABORATION

Strengthening of the network, and increase in the exchange of knowledge and information amongst the European clusters

CAPACITY

Increasing awareness by gaining knowledge from experts and peers and sharing experiences

DATA & POLICY

Enhancing the ECCP website functionality, support in green transition and access to the national Cluster policies globally

PLATFORM & COMMUNITY

Marketing, outreach and promotion

Euroclusters

What

30 projects helping the implementation of the updated industrial strategy (green, digital, resilient)

Who

Consortia of cluster organisations or their EU networks teaming up with other types of organisations supporting green and digital transition and building social and economic resilience

How

Through creating **vital collaboration networks** at EU-level and developing and implementing supporting measures for SMEs

How much

Total Budget: EUR 42 M
Max. grant amount: EUR 1,4M
Duration: up to 3 years
Start: 1 September 2022



International Intellectual Property SME Helpdesks

A European Commission's first-line **Intellectual Property** (IP) assistance service for SMEs that operate or intend to access target regions' markets and look to **improve** their **global competitiveness**. All **services** are provided **free of charge**.

Geographical coverage:

China, India, South-east Asia, Latin America (managed by EISMEA under SMP)
Europe (managed by EISMEA under Horizon Europe) and **Africa** (managed by EUIPO)

Beneficiaries: **SMEs** from **EU** and **SMP** associated countries established or interested in operating in the target regions.

Services:

- **Free** and **confidential** first-line assistance through **helpline** (email, phone, web and **virtual meetings**);
- **Training & events:** **online** and **onsite** sessions on practical aspects of **IP use** and **management**. **B2B meetings** with **IP Experts** at major events.
- **Publications:** wide-range of **topic, country** and **sector-focused IP multimodal materials**.

www.ec.europa.eu/ip-helpdesk

INTERNATIONAL
IP SME HELPDESKS





***Thank you
for your kind attention!***



Evi Bikaki,
Legal and Policy Officer – DG GROW



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The EU and the GPA

Policies and opportunities for international public procurement

Evi Bikaki, Legal and Policy Officer

GROW.A3 International Value Chains

European Commission

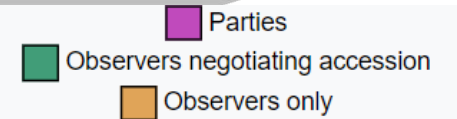
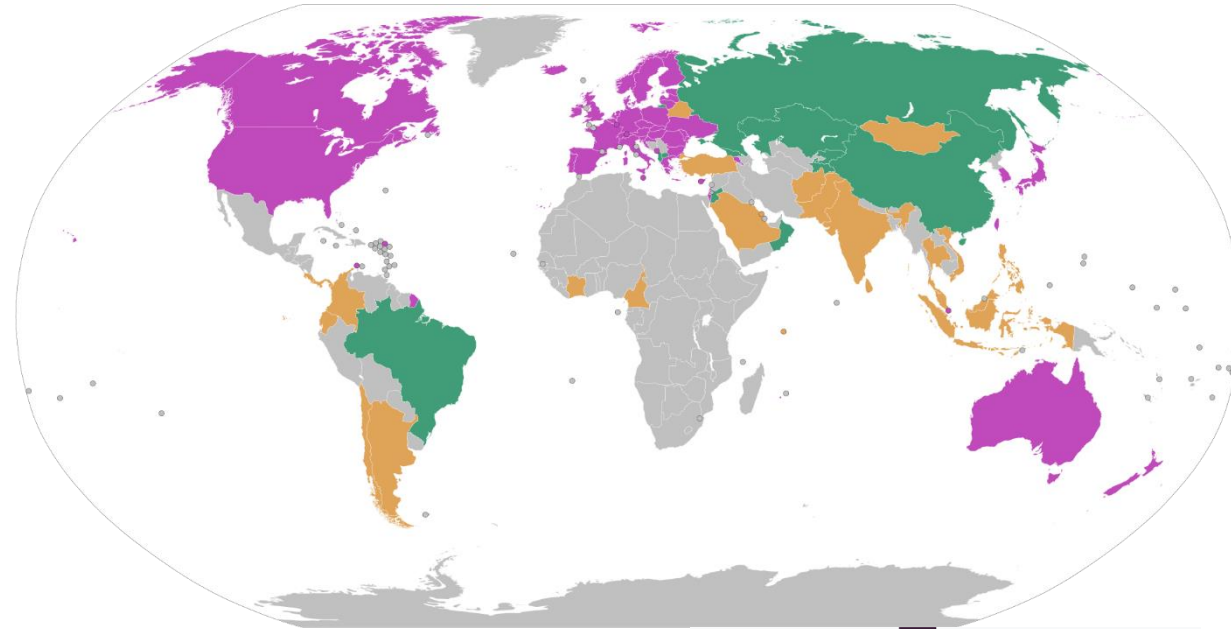
The Government Procurement Agreement (GPA)

A binding international agreement that promotes:

- Access to other GPA Parties' procurement markets
- Good governance (transparency, fair competition, prevention of corruption)

2 Parts:

- Rules
- Market access commitments



Functioning of the GPA

- *GPA contains provisions to open procurement markets, but they **are not granted to each Party on the same terms – depends on reciprocity of the opening***
- *Each Party has a **coverage schedule** defining:*
 - **procuring entities covered by GPA**
 - **goods, services and construction covered by GPA**
 - **the threshold values above which procurement activities are covered by GPA**
 - **exceptions to the coverage – so called reservations**
- *Acceding Parties shall be deemed GPA-compliant and have their market access offer accepted by current Parties.*



GPA

Basic Principles and Elements (I)

- *Guarantees of **national treatment** and **non-discrimination** for the economic operators of Parties to the Agreement with respect to procurement of covered goods, services and construction services as set out in each Party's schedules*
- *Provisions regarding accession to the Agreement and the availability of **special and differential treatment for developing and least-developed countries***
- *Detailed procedural requirements regarding the procurement process designed to ensure that covered procurement under the Agreement is carried out in a **transparent and competitive** manner that does **not discriminate** against the goods, services or suppliers of other Parties*

GPA

Basic Principles and Elements (II)

- *Additional requirements regarding **transparency** of procurement-related information (e.g. relevant statutes and regulations)*
- *Provisions regarding **modifications and rectifications** of parties' coverage commitments*
- *Requirements regarding the availability and nature of **domestic review procedures** for supplier challenges which must be put in place by all parties to the Agreement*
- *Provisions regarding the application of the WTO Dispute Settlement Understanding in this area*
- *A "built-in agenda" for improvement of the Agreement, extension of coverage and elimination of remaining discriminatory measures through further negotiations.*

GPA Parties and Observers

22 GPA Parties:

Armenia; Australia; Canada; European Union with regard to its 27 Member States; Hong Kong China; Iceland; Israel; Japan; Korea, Liechtenstein; Republic of Moldova, Montenegro; Netherlands with respect to Aruba; New Zealand; Republic of North Macedonia; Norway; Singapore; Switzerland; Chinese Taipei; Ukraine; United Kingdom; United States

35 Observers

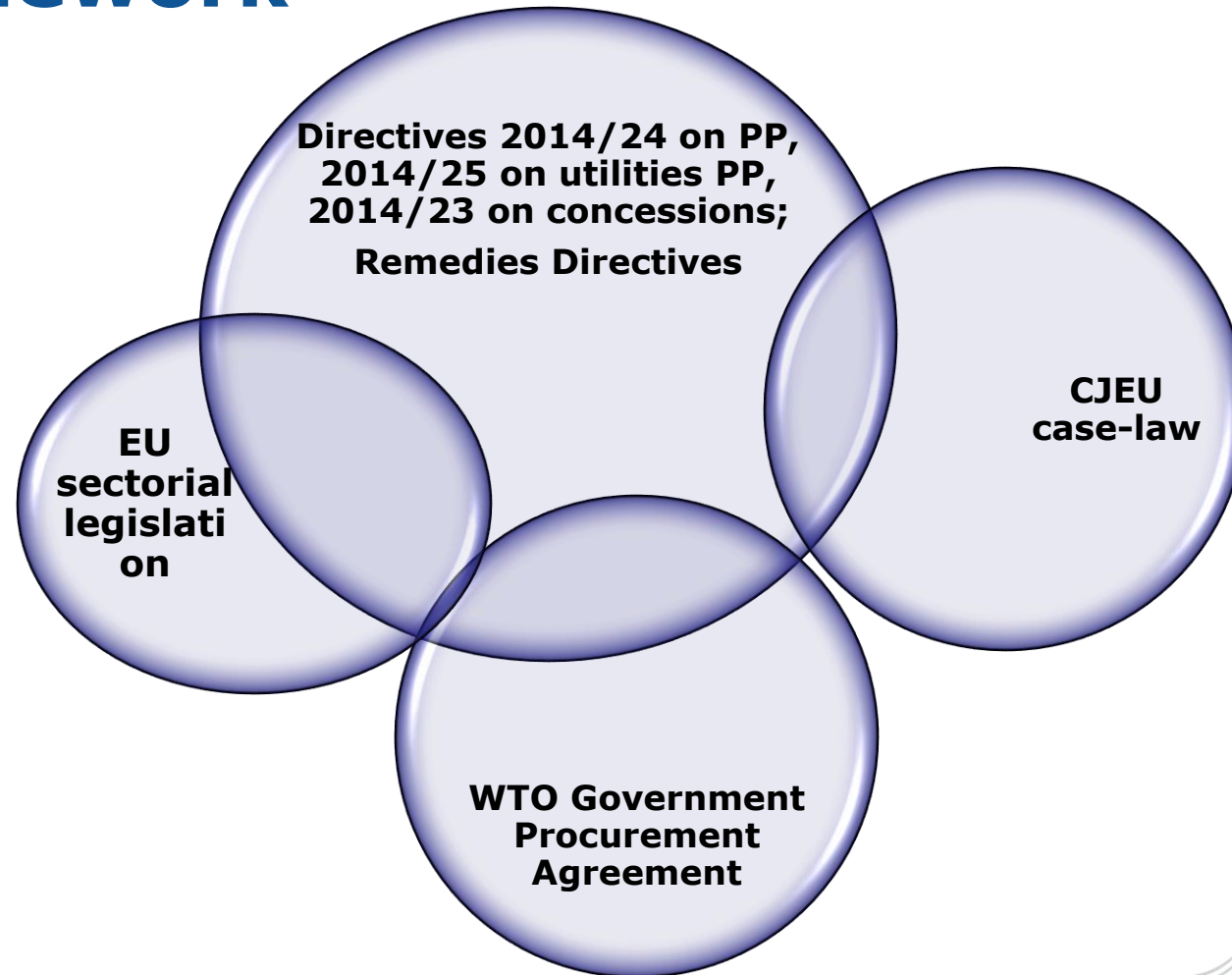
10 WTO Parties in process of GPA accession:

Albania; Brazil; China; Georgia; Jordan; Kazakhstan; Kyrgyz Republic; Oman; Russian Federation; Tajikistan

The EU and the GPA

- The EU is one of the founding members of the GPA
- Strong supporter of a rules-based, multilateral system
- Advocate of new accessions to the GPA

EU legal framework



Goals of EU public procurement policy

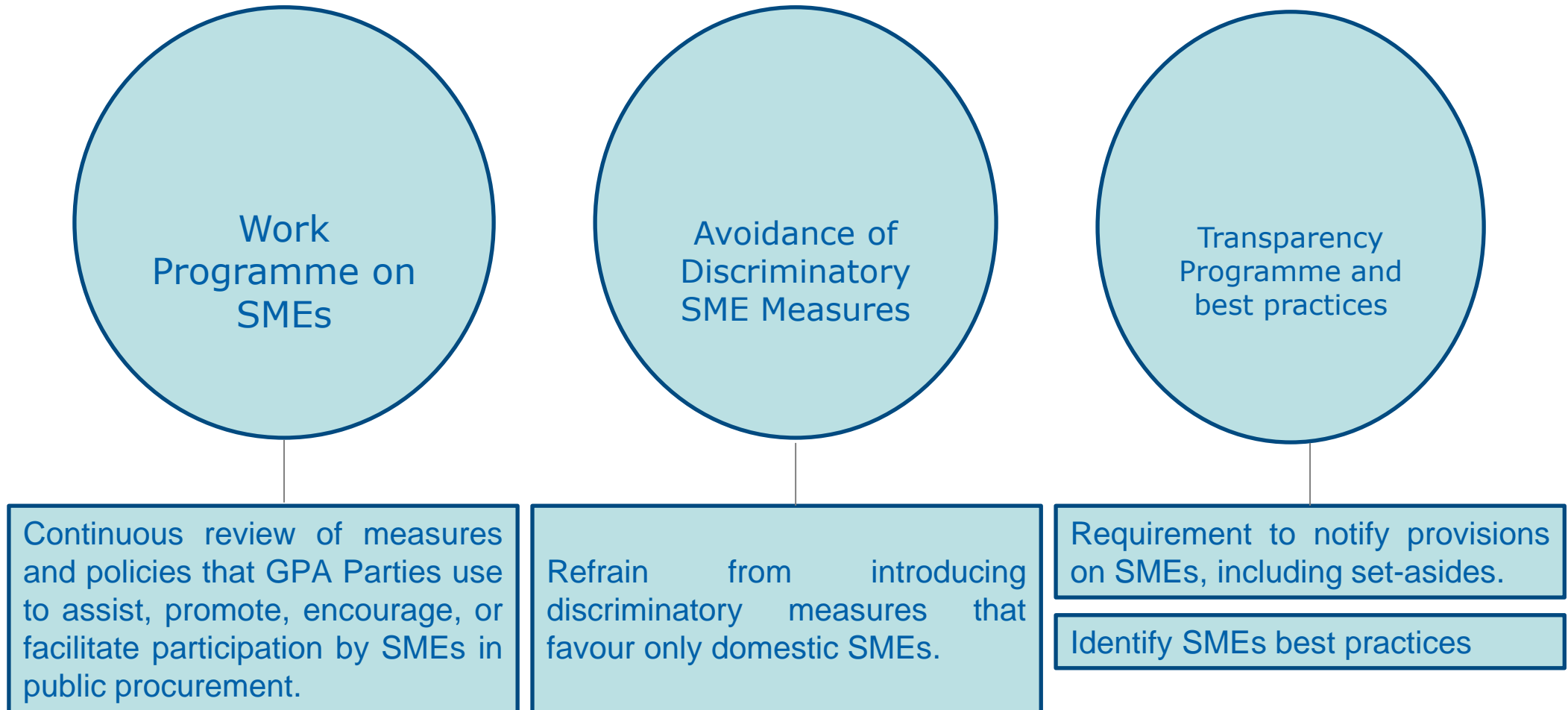
- Guaranteeing and fostering competition
- Enabling public buyers to make the most efficient use of public funds
- Enabling public buyers to support societal and policy goals through PP



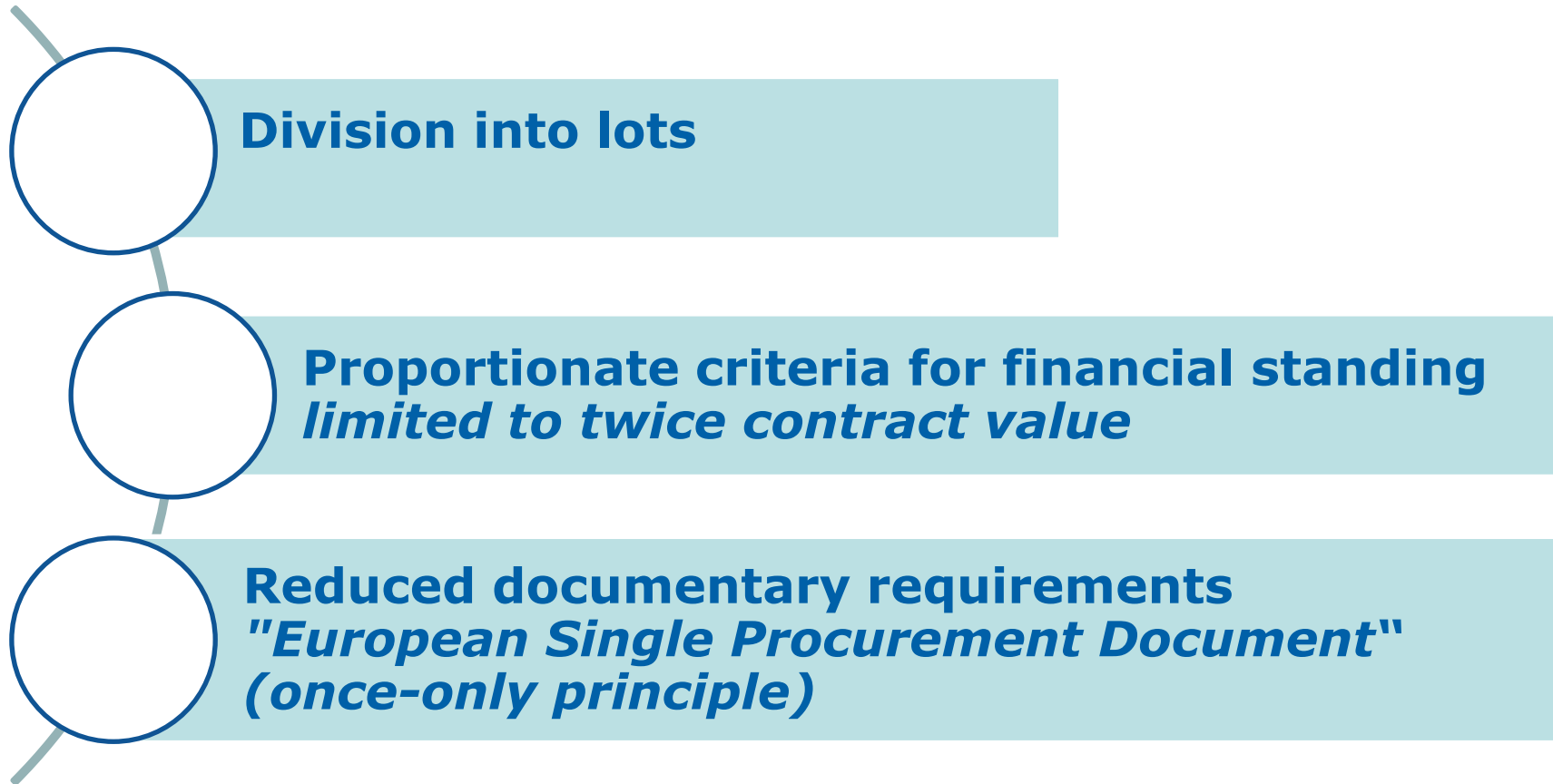
Principles of EU public procurement legislation

- Non-discrimination: no direct or indirect discrimination on geographical/national basis; other restrictions must be justified and proportionate
- Equal treatment: impartiality of process - all tenderers are to be treated in the same manner and provided the same opportunities
- Transparency: sufficient degree of advertising to the market

GPA SMEs work programme



Non-discriminatory facilitation of access for SMEs





**Thank you for
your attention!**

Any questions?



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Overall objective

- To improve SMEs' access to public procurement in the non-EU countries with which the EU has signed a plurilateral or bilateral agreements covering public procurement

Main mandatory activities

- Tools to improve access to public projects in third markets
- Follow-up and mentoring to SME to facilitate access
- Exit strategy, with lessons learned and best practices

GOOSE 4 partners and strengths

- 4 corners of the EU, with a wide international network
- Large and diverse portfolio of companies in each region
- Capillarity via Clusters and other sectoral organizations
- Track record in intl. public procurement
- Eagerness to learn, improve methods, to lift firms' competitiveness
- Division of roles: FIT prep. ph., ECCI Communication, ACCIÓ Implement
- Doubling in all tasks, to double check and to guarantee final quality

- Catalonia Trade & investment (**ACCIÓ**)- **COORDINATOR**
- Estonian Chamber of Commerce and Industry (**ECCI**)
- Flanders Invest & Trade (**FIT**), Belgium
- Croatian Employers' Association (**CEA**), (coming anew mid 2022)



6 target Markets with 5 business missions

- Chile
- Colombia
- Vietnam
- Japan
- Norway
- Serbia

Wide and diverse range of Focus countries

GOOSE focuses on building knowledge, with an eye on multiplication during/after the project

- **Low & middle-income versus high-income countries**
- World Bank clients versus OECD members
- Different volumes of procurement, degrees of openness to foreign bidders
- **Countries over 3 continents, round the corner and far-away**
- To what extent is strategic procurement incorporated?
- Is public procurement open to innovation?
- **Scale of implementation of eProcurement, executive capacity, bureaucracy**

4 sectors, 29 segments

01

Green Economy

-Air quality -Circular economy -Clean transportation -Climate change related -Energy efficiency -Environment, natural resources -Renewable energies -Soil quality -Water related

02

Smart health

-Hospitals -Improving patient's care, monitoring and follow-up -Improv. processes and paperwork -Tele-medicine

03

ICT

- Communication infrastructure -Consumer electronics - Cybersecurity -E-identity - Hardware -IT Services -Software - Telecommunication devices -Telecom. Services

04

Smart Cities

-Smart building -Smart energy -Smart government -Smart infrastructure -Smart lighting -Smart mobility



4 broadly **based sectors** broken down into **29 segments**

- **Cross-sector nature, reaching a wide array of areas.**
- **29 segments prioritized**, to around **1/3 per country**.
- Sectors are those that best fit **opportunities in international projects**.
- In fact, most match those chosen for the sister projects: **synergies and complementarities**.
- **Strategy to successfully access them not a single one**, with firms acting as single bidders, partners, but also as subcontractors.
- Thence, relevant is as much as to **identify potential tenders**, as **suitable partners**, call them **local or hidden champions**.
- **Goose 4 sector webinars started** 04/Oct/2022 “Opportunities and Challenges in Smart cities” and ended Mar/2023 on “Smart Health”

SMART CITIES - HIGHLIGHTED SEGMENTS

Smart buildings

Smart infrastructure

Smart energy

Smart lighting

Smart government

Smart mobility



Smart cities - Smart buildings

- Positive feedback for COL and CHI, in **niches such as control and monitoring of Health of buildings**
- **Higher-incomers NOR-JAP potential only if solution is top-notch.** Difficult competition w. locally established engineering and construction.
- **Sustainable buildings have potential in NOR:** technologies using IoT, to improve energy efficiency, while wide range of Smart City projects in Oslo and beyond.
- Private vs public: most of demand is private, yet more stringent public legislation can play a role in tracking new demand; yet, still to come.
- Strategy: consider partnering with locally established engineering/construction firms, in both middle-income and high-income.

Smart cities - Smart infrastructure

- **Positive feedback for COL and JAP, in niches such as air pollution measure**
- One price fits all? No different pricing between markets so apart in develop.
- **Conventional products can be disrupted with new solutions that match them in reliability while reducing costs by a large margin;** albeit price not much of a problem in affluent markets, NOR, JAP.
- **Private vs Public: can be both; public can also be accessed via minor contracts (direct purchase).**
- Strategy: unless market is large, option for SMEs is a local representative/distributor, and or partnering with incumbent firms.
- To consider gaining visibility within local public administration, via business missions, fairs, etc.

Smart cities - Smart mobility

- **Potential in middle-income markets with ambitious agenda in the Green transition, CHI and COL**, in areas such as EV-charging infrastructure, and where local supply-base is inexistent, but not without competition.
- EV-bus fleets are being gained in toto by cheap Chinese suppliers. Battle lost?
- Yet, beyond them, **made in EU has an edge over Chinese low-cost**, seen as with lower performance levels.
- Public vs private? Public administration can have an initiator role, but majority of demand is private.
- Strategy: **make European solutions visible to public administration for future specifications**; partner with local distributors; aim at bidding, yet to detect tenders activate local help.

GREEN ECONOMY - HIGHLIGHTED SEGMENTS

Air quality

Circular economy

Clean transportation

Climate ch. related

Energy efficiency



Environment and
Natural resources

Renewable energies

Soil quality

Waste

Water related

GREEN ECONOMY - HIGHLIGHTED SEGMENTS

RENEWABLE ENERGY ENERGY EFFICIENCY

- Renewable energies : Norway is ahead in renewable energy, This means **potential for supplying to the Norwegian government is only in specific technology frontier niches**
- Offshore wind energy: local geographical issues may play a role (Japan: earthquakes + rocky bottoms)
- (Renewable) energy may be considered as a "strategic sector" and not be part of FTA procedures
- **Local government may not have the know how how to deal with big projects**; they may take an awful lot of time and be prone to corruption (e.g. offshore wind in Vietnam)

GREEN ECONOMY - HIGHLIGHTED SEGMENTS

CLEAN TRANSPORTATION

- Worldwide attention for green public transport systems (e.g. electric buses)
- Value chain! Batteries!
- **Digital technologies to optimize the management and operation of traffic infrastructure** and transportation activities
- Energy efficiency in public transport: monitor car traffic flows (camera's, drones, satelites,...);
- **Green ports (Vietnam!); green river transport; green logistics**
- Serbia: railway infrastructure to be modernized urgently, also with support of EU and other multilateral donors

GREEN ECONOMY - HIGHLIGHTED SEGMENTS

Waste & water related

- Green public procurement versus green infrastructure and services
- Some governments and procurement agencies are starting to take life cycle assessment into account
- In developing countries access to clean water still may be an issue (in Vietnam the target for 2050 is 90% of the population)
- Flood control (Colombia!) and coastal erosion (Africa)
- **Solid waste management infrastructure, including waste2energy processing facilities, improving recycling, reducing landfill, ... (Colombia)**
- **Chile: pipeline of projects for the public watering systems, and for waste treatment.** A lot of the projects are PPP or are handled by concessioners.

ICT - HIGHLIGHTED SEGMENTS

Communication infr

Consumer elctronics

Cybersecurity

E-identity

Hardware



IT services

Software

Telecom. devices

Telecom services

Hardware/software

- In many countries ministries and agencies computer systems are still standalone;
- there may be a lot of potential to connect those systems
- In Japan, the Digital Agency, will centralize all ICT procurement;
- the Agency is considered a forerunner in Japan in the field of modernization of public procurement, and thus a strong partner for the implementation of the public procurement chapter of the FTA
- Health sector is in huge changes as AI comes more of a main talking point
- Norway has a strong need for software development, as well as Japan and other target countries – especially open to experience in systems that are being used and have proved their usefulness.

Cybersecurity

- Hackers always seem to be one step ahead;
- The challenges are enormous in all industries as digitalization moves ahead;
- Ministries & multinational may be able to defend themselves, which is not the case for small agencies/companies;
- Blockchain may be part of the solution, data integrity, enhanced authentication etc

Communications

- Information from satellites and drones have to be used in an efficient way, with the right software (agriculture, climate change, flooding, traffic, land ownership,...)
- Product development with support of ESA
- Vietnam: infrastructure for smart connectivity, data collection and connection, (e.g. national geographical space data collection)
- Cloud computing

SMART HEALTH - HIGHLIGHTED SEGMENTS

Hospitals

Improving patient
care



Impr. Processes and
paperwork

Telemedicine

Hospitals

- **Lack of local experience and expertise presented opportunities for GOOSE companies in VIET:** emphasis on implementation of modern and high-tech solutions in Hospitals and health system in general.
- To note **CHI, COL, needing to extend health coverage, with supply of NEW hospitals and primary healthcare centres, into which telemedicine will play a role.**
- Private vs public: Major market is public, but with significant growth in private market, in lower and middle-income markets, such as COL and CHI.
- **In affluent markets, such as NOR, JAP, opportunities for innovative products/services related to medical devices, operating room equipment, medical imaging, medical furniture, patient monitoring systems, transport, and logistics systems.**
- Strategy: although market is public oriented, potential partners are within private area. Especially in ICT sector. Great opportunity in finding local partners as entrance to the market

Impr. Processes and paperwork

- Similar as previous
- Lower income markets present more interest and opportunities
- Higher income markets possess strong local competition – somewhat protected, especially in private sector
- **LIM – in need of high-tech solutions on regional and national level.**

Partnership opportunities

- Public procurement market protected in all locations
- Strategy: entrance through partnership with strong local representatives on public arena, with opportunities for sole approach towards private market



GOOSE in Serbia Recommendations

GOOSE IN SERBIA - Conclusions

- Strong potential for EU companies, with some caveats
- Local presence necessary – only 1% of tenders are won by foreign companies
- Yet, a **company with offices in Serbia has much higher chance of success**
- Note presence of Multilateral and EU funding – more transparent processes, at least in paper
- High emphasis on ICT, Smart Health, Green Transition (water and waste management, etc.)
- Move towards digital and high-tech smart solutions – branding of the country itself it focused on it (Expo 2027 Belgrade), which presents opportunities, especially in the field of Smart Cities
- **High brain-drain – obstacle, but at the same time opportunity for gaining a foothold in the country** through employment and retention of the capacities within public procurement projects

GOOSE IN SERBIA – Recommendations for SME

- Establish footprint in Serbian market through subcontracting position and/or formation of partnership with local partners
- Language barriers – especially for tenders of most interest for SMEs
 - Projects and tenders on municipal and not national level
 - Tenders with opportunities through subcontracting
- **Necessary to get the knowledge of the „unwritten rules” of public procurement**
- Identification of the public tenders with involvement of the international institutions
 - **EBRD, EIB, WB, EU funded projects, more transparent, English language (sometimes),** easier to compete (often as part of wider consortium)
- Make yourself visible locally, in any way or form



GOOSE in Colombia Recommendations

GOOSE IN COLOMBIA - Conclusions

- Colombia public market offers large potential for European solutions
- Country has, for example, **ambitious agenda in both the Digital and Green transitions**
- Yet, **most of the technology/solutions is non-native, needs to come from abroad**
- From goals to reality there is a huge gap, of what the PA intends to do and ultimately does: do not take a YES as business achieved.
- PA is competent; with Chile are unique LatAm (bar Mexico) members of OECD
- Oftentimes **scarcity of budget/financing, limited execution capacity, and staff rotation!**
- Problems for European SME appear beyond treaties, such as rotation of top cadres.
- Count on plucking the daisy from PA, **you may be one amongst many deleg.**
- Also, **EPA-GPA should not be taken for granted:** e.g. PA not accepting (foreign) mother firm antiquity, or not accepting a subsidiary taking part in a tender as equal to locals.

GOOSE IN COLOMBIA – Recommendations for SME

- **Design your strategy to skip bureaucracy and barriers:** this could include bidding via third parties, as partner or subcontractor. Local partnering: consider partnering with firms already established locally, even those not yet tendering, to buildup solid consortia.
- **Local firms inherently familiarized with processes, local permits and certificates**
 - Make yourself visible within the local ecosystem: participate in fairs, business missions, etc.
- **Be aware of all available info:** for example, you can benefit from Colombia's "Sistema electrónico de Contr. Pública"-SECOP II to create alerts, as well as to do your busintel.
- **Adapt to the local culture: while dealing with the public administration,** dress code and speech must be formal (e.g "usted" preferred to the "tu"), expect delays, cancelations at last minute
- **There is life beyond Bogota:** albeit the capital concentrates a big portion of public investment, interesting projects beyond it, such as in Medellin, Cali, Barranquilla, Armenia or Bucaramanga



GOOSE in Chile Recommendations

GOOSE IN CHILE – Conclusions

- Ambitious Green transition agenda, its government incentivizing changes in consumption and production patterns: innovation, technologies, and environmentally friendly production processes.
- Chile ranks fourth among developing countries in green investment, surpassing larger economies.
- The **administration aims at bringing progress in Green transportation, LED Lighting, and Sensors, the establishment of a Smart and integrated Traffic network.**
- Responsible water manag. crucial, particularly given the crisis in various regions.
- **Recently hydrogen has been taken core attention**, with the country open to technologies and processes from European providers.
- Health sector epitomizes country's duality in income distribution: excellent private providers and saturated public services. Under focus by PA to reduce social inequality.
- **Telemedicine stands out as a key tool, by enabling improved and expanded access to specialists, especially in remoted areas** where there may be shortage of specialists, such as in mental health, cardiology, dermatology, internal medicine.
- Chile has **experienced growth in adopting Smart technologies, such as artificial intelligence (AI), Internet of Things**, cloud computing, 5G, and fiber optics.
- **Albeit in some technologies you may already be late, in most the process goes on.**

GOOSE IN CHILE – Recommendations for SMEs

- **Own idiosyncrasy: local patterns differ from the region's;** thus, commercial and quality relations are above personal ones. It is Latin America, yes, but things are different in Chile.
- **Bureaucracy is still here:** although registering as a provider to the public administration is straightforward, and creating a local firm is fast, doing business is a mid-term strategy.
- Local partnering: consider partnering with local firms, even those not yet tendering, with which to build up solid consortia.
- **European firms can offer newcomers the capacity to leapfrog incumbents;** with know-how, technology, references and financial muscle, to contest fields traditionally awarded to larger firms.
- Also **do not hesitate addressing other European firms already established in the country.**
- Be part of the ecosystem: you can benefit from training sessions done by Chile Compra, while you can register to the portal Mercado- Público for alerts.



GOOSE in Norway Recommendations

NORWAY – Conclusions

- The public procurement sector is well developed and highly skilled in Norway.
- There is room for foreign competition in public procurement contracts. Approximately four percent of public contracts announced on Doffin was entered into with foreign suppliers. European contractors have e.g. been awarded contracts within infrastructure (railway, tram etc.)
- Tender process in Norway has a **high level of transparency and integrity**
- Ever increasing focus on sustainability, both climate/nature, but also human rights and decent working conditions
- Focus on sustainability and green procurements: Contracting authorities set both environmental qualification requirements and award criteria
- Focus on sustainable cities especially through development of the transport sector with increased public transport, cycling and pedestrian mobility, but also zero-emission vehicles
- Estimated that ICT constituted 11 % av public procurement on state level
- Tendering in Norway is not very different from tendering elsewhere in Europe. Through the EEA Agreement Norwegian law complies with the EU/EEA rules on public procurement
- Challenges: 1) overprotective market, still Norwegians buy from Norwegian attitude.
2) language (a lot of documents and information is in Norwegian).

NORWAY – Recommendations for SMEs

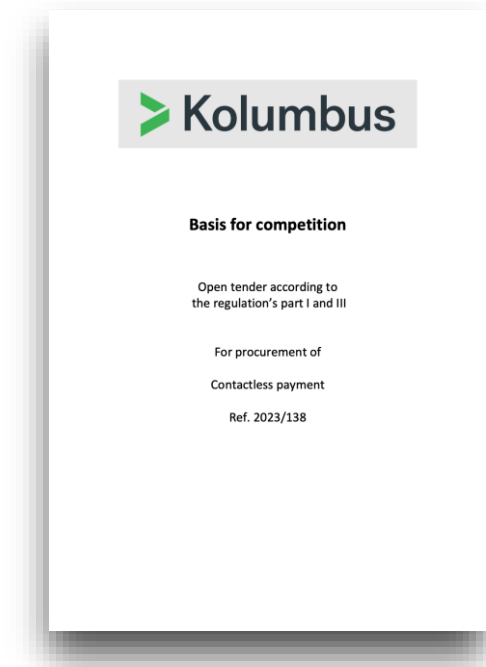
- Team-up with local companies, e.g. as sub-contractor to get contacts and Norwegian reference projects. This may also overcome language and proximity barriers in an establishment phase.
- Request information from the contracting authority, rather than make assumptions
- A lot of info can be found online, at Doffin and TED. Get familiar with those databases, check new and older tenders, investigate the requirements in relevant tenders to understand the environment, find out necessary documentation, certifications and regulations, check the winners and losers in previous tenders to map your potential competitors or/and cooperation partners. Do the maximum of homework beforehand!
- Prepare your self for tendering by analyzing previous tenders, because when you decide to participate, it will be no time to do it. Then you will need all time to follow the procedures, make a relevant winning offer.
- Participate at events and trips to build network.
- Use Norwegian consultancies if it is worth it, because it is not cheap. Think if you have all necessary competence in house or you shall cooperate with other companies

Prodata PTexcellence public tendering in Norway

Tender published in May 23
Published on Merccell TendSign website
Norwegian and English

All communication (Q&A) via TendSign
Submission via TendSign

Approx. 6 weeks response time



Kolumbus tender for procurement of
Contactless payment system for public transport

Containing:

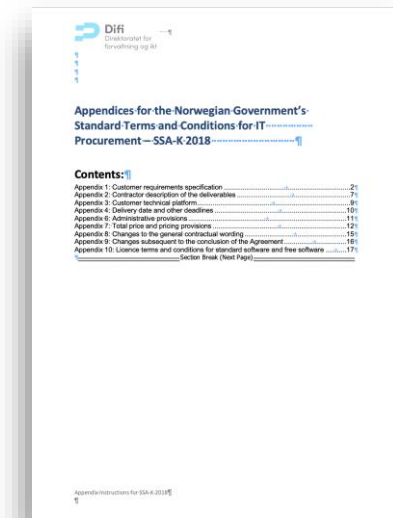
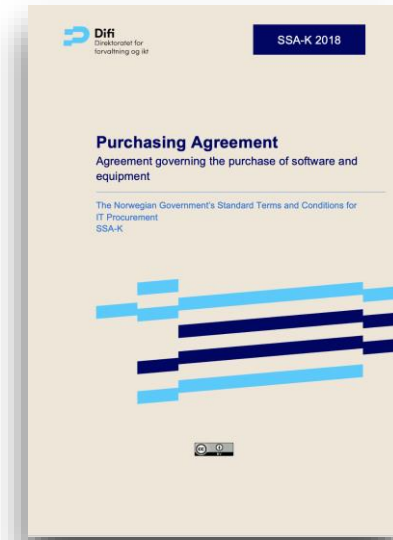
- Hardware
- Software
- Project Services (PM, training, installation)
- Certifications (EMV, PCI, Automotive,...)
- Strict tender & delivery timelines



Returnable documents:

- European Single Procurement Document (ESPD)
- SSA-K Norwegian standard T&C for IT contracts
- SSA-K Appendices (Project-specific)
- SSA-V standard contract for Maintenance & Support for IT
- SSA-V Appendices (Project-specific)
- Offer letter (with list of deviations)
- Declaration of conformity
- Form of references
- Data processor Agreement (GDPR)
- Price Form

- Company profile
- Solution description



Evaluation

50% on quality

- Core requirements
- Secondary requirements
- References

50% on price

- 16 price groups
- with scores 5% - 30%

The best price gets 10 points,
-1 point per 10%
double the price of the cheapest = 0 points
negative scoring is possible !



This scoring algorithm does not cater for 0 values!
0 value offers got 10 points, all others got 0.

This approach was contested during grace period.



Cancellation

Award to Prodata was published on on TendSign

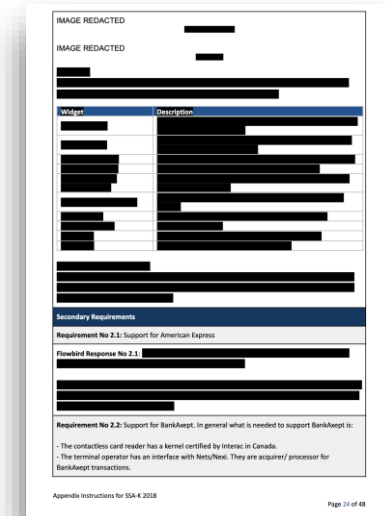
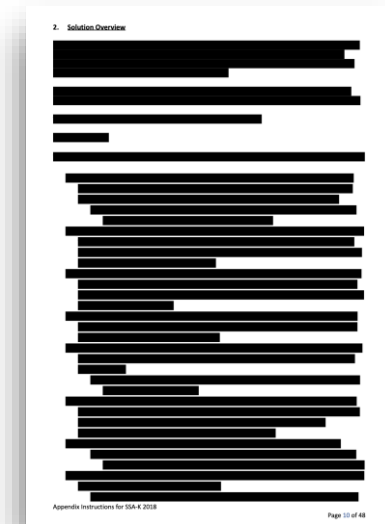
Competition asked clarification on evaluation and scoring
Competition asked for the tender proposals from others.

We had the opportunity to remove all IP before release.

Result: All answers and descriptions are blacked out.

According to the Norwegian law offers cannot be made public.
(cfr. Norwegian Public Procurement Act 2016-06-17-73)

Only exception: From a winning proposal, the company name
and the contract price.



A new tender was issued with
new additional requirements and shorter timelines.
new requirements = local tolling card (not international)
Expected timeline = too short to develop it!



We did NOT offer on this new tender

Despite the cancelation ...

We have experienced that our proposal and pricing
is market-conform and competitive.



GOOSE in Vietnam Recommendations

Vietnam Conclusions

- Recommendations depend on sector, size of SME and business model, we summarize some general tips below
 - As an EU-SME, **partnerships** are key (local or as a consortium with other EU companies).
 - An SME needs a '**USP**' to be chosen over a local Vietnamese company. Some examples from the mission include unique **tech** or **expertise**, unique **logistics** chain (example 3D printed prosthetics gave an advantage in price), contacts in EU or ability to provide lower price (but in case of USP you may need to fly in personnel!).
- Some 'advantages' are actually **necessities** to compete:
 - You need local experience , offices and employees (but not an easy investment)
 - FTA, financing by MDB such as World Bank, ADB,...
 - Local partnerships and government contacts
 - Flexibility in timeline and finances

Vietnam Case studies

- Case study: SME 'A' has a great value proposition and the global expertise to realise the proposed projects as they have won similar international tenders in the past. There seems to be a match with the Vietnamese market.

Barriers:

1. As they do not have a lot of local VTEs however, they would need to make a significant investment to have any hope of winning the tender.
2. As they have not yet expanded the local team to fit the new project, their application timeline is less flexible

Conclusion: a lot of certainty, either a signed contract or a lot of alternative projects need to be in place in order to make the investment worth it. This leaves less flexibility when compared to a local or bigger EU company. One solution: to identify a number of potential projects and slowly expand with back-up options in mind.

Vietnam Case studies

Case study: Smart Health SME 'B' has a unique product which they are able to put on the market for a competitive price. As an SME, they have little to no presence in SE Asia. Due to their USP, the Vietnamese however remains interested.

Barriers:

1. They have no local presence yet, and would need to start build up the project from zero
2. The Vietnamese government does not reimburse their products in the health care system.

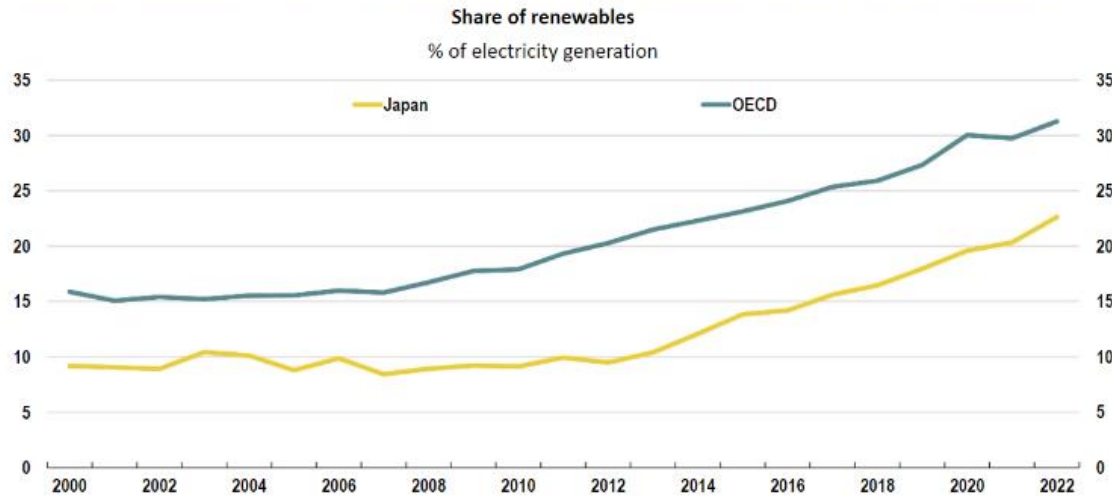
Conclusion: As they are not established yet, they are not tied to the Vietnamese market. Despite a match with some Vietnamese projects, the Malaysian market proved more interesting as they reimburse their product category. It is therefore important to note that not only free trade legislation, but also local legislation needs to match the value offer of the EU SME.



GOOSE in Japan Recommendations



Enhancing the electricity grid would boost the contribution of renewables to electricity generation



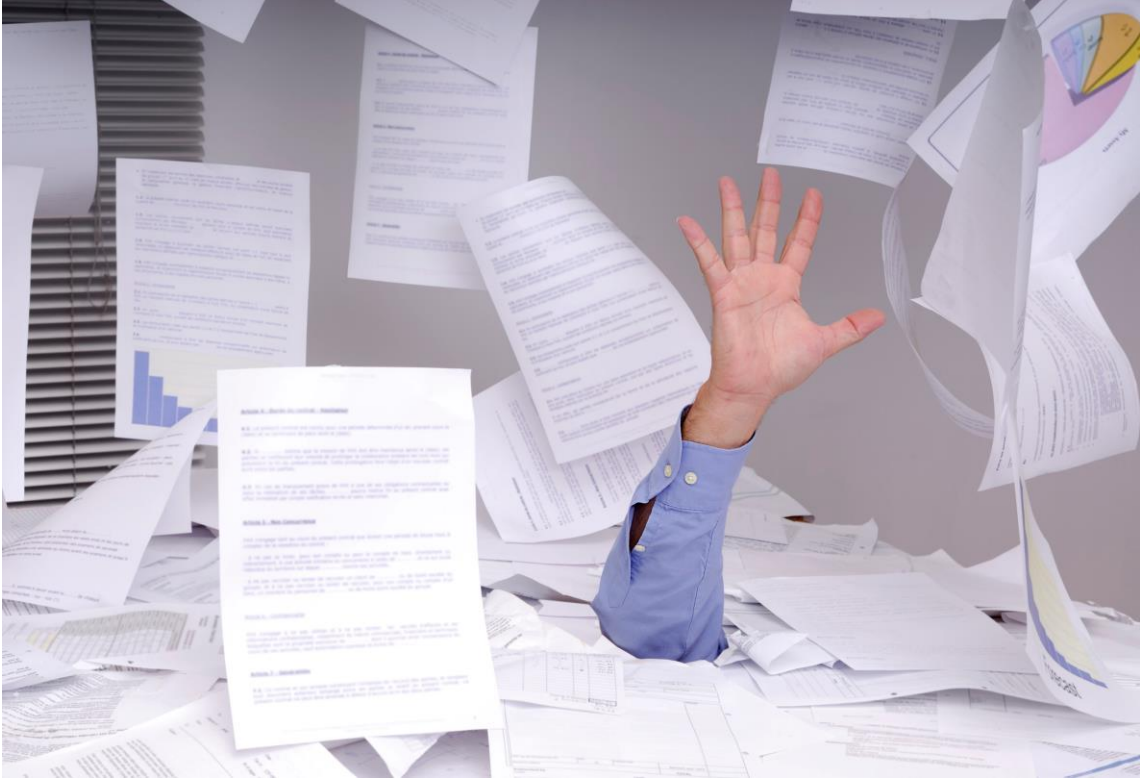
Source: IEA (2022), IEA World Energy Statistics and Balances database.



Interesting sectors

- ICT
 - ✓ Networks, blockchain, cybersecurity
 - ✓ Strong role for the Digital Agency, established in 2021
- Health
 - ✓ Hospitals and nursing homes (demography)
 - ✓ Hospital management systems
- Smart cities
 - Smart City Institute Japan (SCI-Japan)
 - Tokyo Metropolitan government
 - Collection of data for AI purposes
- Green economy
 - ✓ Trend is away from fossils & nuclear towards renewables
 - ✓ Offshore wind energy not easy because of earthquakes and rocky bottom

Hurdles



- Language: you can make use of AI to source relevant tenders, but for bidding, writing a contract and all sorts of contacts with the government, you need Japanese language skills
- Red tape & local preference
- If you want to bid without a local presence, you have to have a unique proposal (e.g. Elsevier scientific publications; IMEC semiconductor R&D,...)
- Payment may also be the problem: the invoice is to be sent by your local partner, who would have to transfer the payment to you;
- This had to be mentioned in the contract specifications



Conclusions



- Japan is the 2nd largest market for public procurement among the OECD countries, after the USA, with a total estimated worth of 850 billion € in 2021.
- Enormous opportunities in the IT-sector: linking applications into networks; cybersecurity, blockchain,...
- Also: health (demography), smart cities, green economy (renewables!)
- EU solutions not known sufficiently: marketing towards government agencies is difficult, but worth the effort
- Decentralized public procurement
- Red tape: pre-registration & certification
- Business culture & language!
- Choose your partner well – a long living relationship is essential

Recommendations for SME



- Have your paperwork ready before the publication of a tender
- Have your project references ready
- Set up a local presence (next slide)
- Be aware of the decentralization of public procurement in Japan; you may have to register in many places
- Government officials may not know about your innovative technical solutions: make yourself known through good PR
- Partner with someone with a well established brand and use that brand for your products



Your local presence

Work with a local partner/distributor

- Cost may depend; price is a problem with high €, we are not very competitive
- Trading houses are not business developers; they don't work for you, they just have a catalogue of products
- Where are they qualified, which parts of Japan?
- Public procurement track record

DIY – set up a legal entity in Japan

- Get Supplier qualifications
- Licences & certification
- Basic paperwork ready in Japanese (financial data, brochures, experience,...)
- Localize (Japanese staff, culture,...)



Wrap up



Co-funded by the European Union's
COSME Programme

ACCIÓ
Catalonia's
Trade & Investment

 **Generalitat de Catalunya**
Government of Catalonia



ESTONIAN
CHAMBER OF COMMERCE
AND INDUSTRY

**FLANDERS
INVESTMENT
& TRADE**



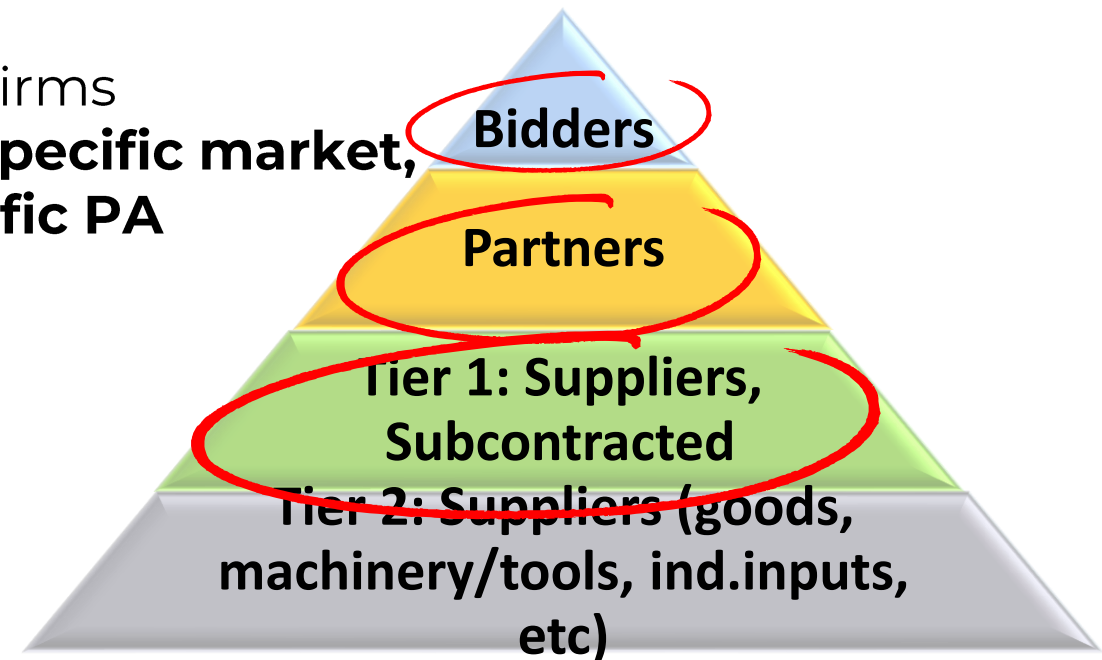
Flanders
State of the Art



CEA
Croatian Employers' Association

Firms involved in GOOSE activities – Main features

- Out of >500 firms/entities involved, including the 73 participating in BM, **majority are either suppliers or partners: B2B2G rather than B2G**
- Plus, B2G markets are usually one amongst the many that firms consider, oftentimes B2G not a priority
- **Barriers for B2G already exist within national/UE markets, only to shift up beyond the single market**
- Unless firm has enough brand clout, bidding directly can look like playing the lottery
- The not-so-appealing **“find a local partner” being the motto to advice European firms in all 6 markets**
- EPA and GPA do help, yet especially for larger firms
- **Without a strong mid-term strategy after a specific market, SMEs have little to gain from addressing a specific PA**



Recommendation to SMEs to go after Public projects

European solutions:
Product
Service
Technology

Strategy rather than a need
Green economy, Smart cities, Smart Health, ICT, are “exportable” to Public projects
Key is how, where to, when, what?

Use intelligence from BSOs, webinars, missions
Third-countries with EPA-GPA more prone to open up public projects
Yet, opportunities may arise from diferent tracks: contacts-network, political will, local trends

Recommendations to SMEs –Wrap up



Slides and additional information
available at www.projectgoose.eu



Bedankt - Aitäh – Хвала – Gràcies

Thank you - Sam on – Gracias - Takk - ありがとう
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